

second operating mode in which liquid crystal displaying is not performed in a state of a source voltage being supplied from outside,

wherein, when shifting from said second operating mode to the first operating mode, said switch element is temporarily made to conduct to temporarily apply the ground potential to the substrate, to which the negative voltage should be applied.

11. (Amended) The liquid crystal display control unit according to claim 5, further comprising an oscillating circuit, a first operating mode in which said oscillating circuit is operated to perform liquid crystal displaying in a state of a source voltage being supplied from outside and a third operating mode in which the operation of said oscillating circuit is stopped not to perform liquid crystal displaying in a state of a source voltage being supplied from outside, wherein, when shifting from said third operating mode to the first operating mode, said switch element is temporarily made conduct to set the potential of the substrate, to which the negative voltage is to be applied, temporarily to the ground potential.

---